Walk This Way: Guides for Promoting Walking in Community Venues
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Mall Walking: A Program Resource Guide

Why Mall Walk?
• Mall Walking Programs are free or low-cost opportunities to be more active that may help people overcome barriers to physical activity

Mall Walking Program Considerations
• Factors to consider when establishing and maintaining a Mall Walking Program

Factors to consider:
1. Accessibility – Projects may be more successful in areas with less access to physical activity
2. Weather – Projects may be more successful in areas with less access to physical activity
3. Transportation – Projects may be more successful in areas with less access to physical activity
4. Time – Projects may be more successful in areas with less access to physical activity

Examples of Mall Walking Programs
• The Guide highlights five mall walking programs across the country

Thinking Beyond a Mall Walking Program
• Malls as Work Sites
• Integrating other established evidence-based physical activity programs into mall walking programs
• Examples of other venues hosting similar programs to mall walking
  - Woodland Park Zoo – Seattle, Washington
  - XFINITY Community Ice Rink – Everett, Washington

Promoting Airport Walking: A Guide

Why Promote Walking in Airports?
• Each day millions of Americans travel through U.S. airports
• Airports are safe, climate controlled environments free from many of the barriers that prevent people from walking in their community

Using Point-of-Decision Prompts
• Many airports have trains or shuttles that can transport travelers from one area of the airport to another
• Point-of-decision prompts are a recommended strategy to increase stair use and can easily be applied to encourage walking

Taking Steps to Encourage Walking in Airports
• Determine if signs to encourage walking are appropriate for your airport
  • Determine if your airport has a point-of-decision location

Develop Point-of-Decision Prompts
• Use existing signs (right) or develop your own

Point-of-Decision Prompts at Hartsfield-Jackson Atlanta International Airport: The Walk to Fly Study

Pre-Intervention Monitoring
• 6 infrared thermal sensors were installed in the transportation mall
  • To count the number of travelers entering the study area
  • To count the number of travelers that choose to walk
  • Monitors were installed on June 15, 2013

Messaging
• Concept and message interviews conducted with 400 travelers walking at gates
  • Barriers to walking and concepts to prompt walking
  • Preference of messages

Signs installed on September 3, 2014

Support/Funding Source
Knoge Foundation
CDC Foundation

National Center for Chronic Disease Prevention and Health Promotion
Division of Nutrition, Physical Activity, and Obesity

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